

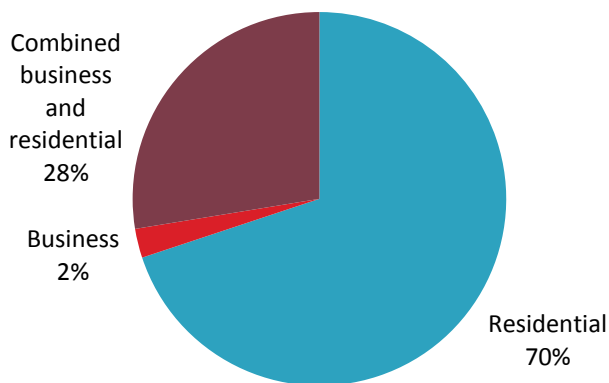
Improving Broadband Connectivity in Rural and Remote Areas of East Lothian

Results from the community survey February 2015

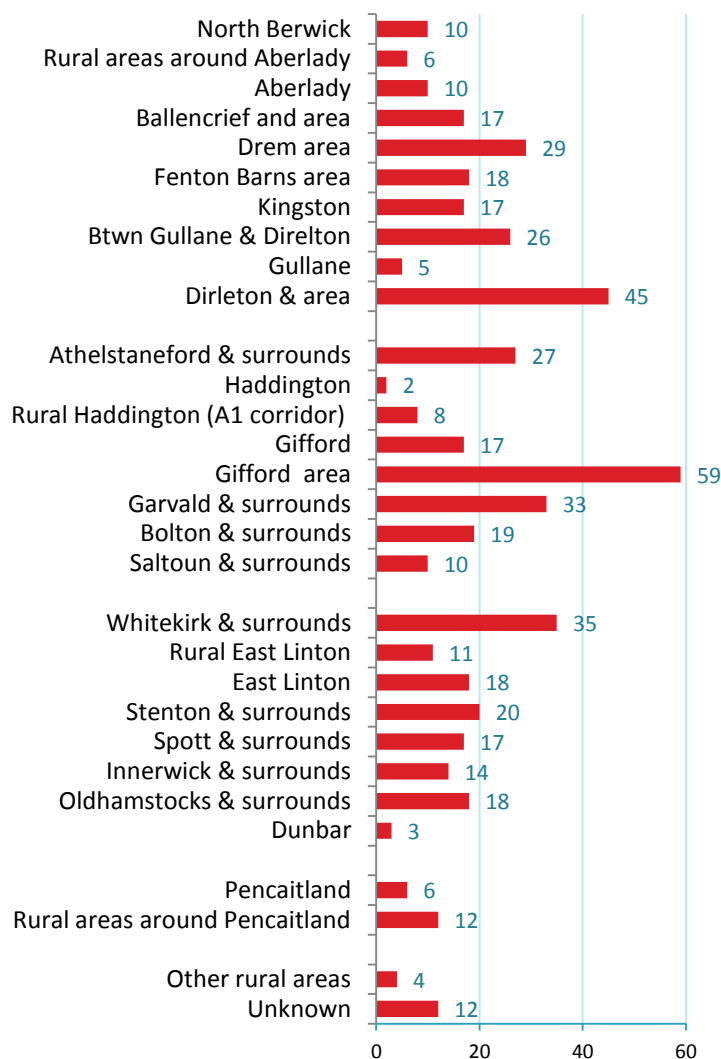
This survey was organised by the Haddington and Lammermuir Area Partnership, in collaboration with community representatives from other rural areas of East Lothian. It was designed to find out more about the demand for superfast broadband in areas of the county which are not likely to see significant improvements in the broadband speeds they receive through the existing commercial roll out plans (mainly covering larger towns) or the current [Digital Scotland](#) programme (which aims to ensure fibre broadband is available to 95% of Scottish properties by the end of 2017).

Who responded...

- 528 responses were received to the survey
 - 92% of surveys were completed on-line
 - 8% were returned via a printed copy
- 84% of response were received from within the targeted geographic area –i.e. rural and remote areas across the east of the county. The graph to the rights shows where responses came from
- 70% of responses came from residential postcodes



- Together these households and businesses cover 1516 broadband users and/or potential users – 1158 adults and 358 children.



Haddington & Lammermuir
Area Partnership

The Haddington and Lammermuir Area Partnership is one of 6 ward Area Partnerships across East Lothian that operate as the local voice of community planning in the county. This partnership, which covers East Lothian's largest ward - stretching from Athelstaneford through Haddington, Gifford and over much of the centre and south of the county into the Lammermuir Hills - brings

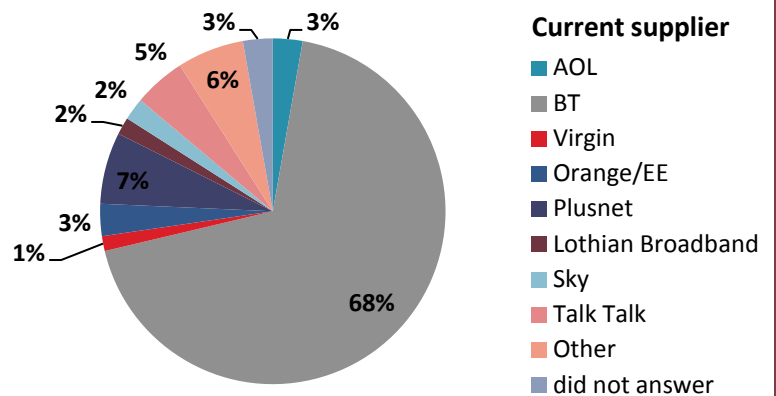
together Community Councils, Tenants groups, Parent Councils, elected members and representatives from local business, sports and health networks to identify local priorities and identify the action needed to deliver on them. You can contact the Haddington and Lammermuir Area Partnership at H&EL-AP@eastlothian.gov.uk or by calling 01620 827822. More information about the 6 Area Partnerships across East Lothian can be found at

http://www.eastlothian.gov.uk/info/200135/east_lothian_partnership_priorities/1586/community_planning_in_east_lothian/2

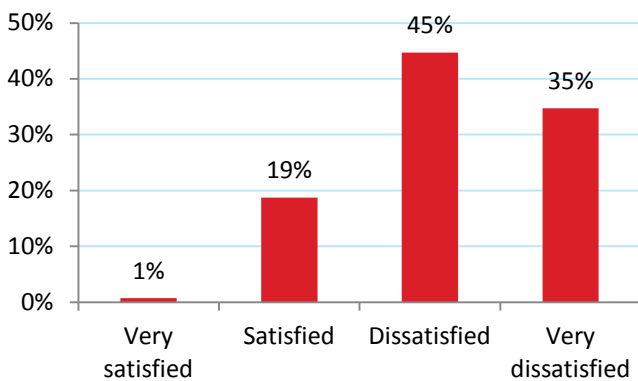
What people had to say about their current broadband services...

- 97% of responses came from people who currently have access to broadband at their premises

- 3% of responses were received from people who did not currently have broadband at their address
- 100% of them reported that they be interested in having access to superfast broadband in the future
- 92% would like to be able to use broadband for Business and/or working from home



- 80% of premises reported that they were dissatisfied with their current broadband provision



I struggle with the system each day and have had to give up an interesting OU course because of poor band widths and speeds.

Rural Romania is better connected than we are. The average Broadband connection in the UK is more than 20 times faster than ours, but costs the same or less.

After all we are in 2015 and there is much made of Superfast broadband why shouldn't we experience that given we are just over 20 miles from Edinburgh, a major city and about 3 miles from Haddington!

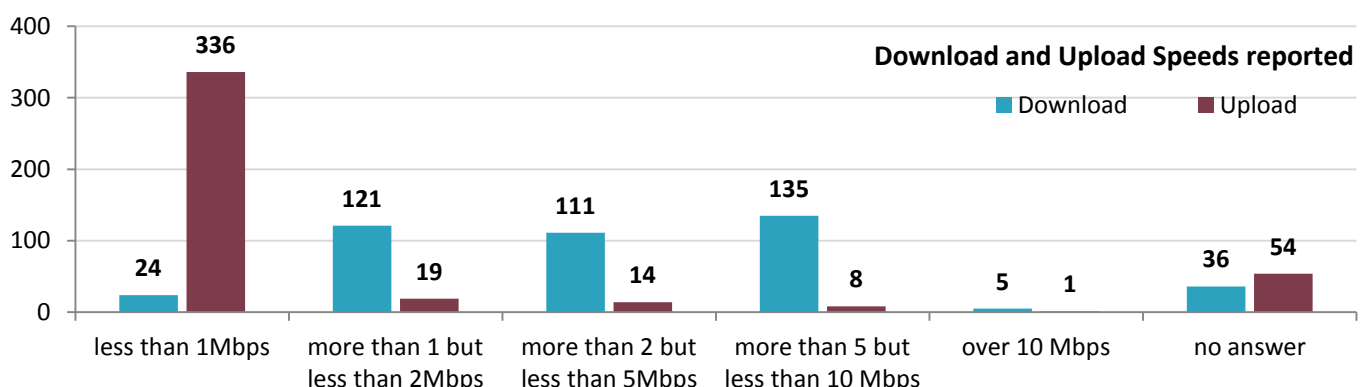
People completing the survey were asked to use an online speedchecker - www.speedtest.net – to test the download and upload speeds they received at their address.

** Generally, if your download speed is below 2Mbps, this is not considered as an acceptable broadband access. If your download speed is between 2Mbps and 24Mbps, this is considered as acceptable. If your download speed is over 24Mbps, this is considered as Next Generation or Superfast Broadband.*

Internet speeds here are just terrible. I try to run my business from home but frequently have to go and sit in a cafe in North Berwick to be able to upload/download files.

Slow upload speed causes intermittent faults with our operation which in turn means that, continued growth, may well mean our having to move outwith the area in search of faster and more reliable broadband

- 78% reported upload speeds of less than 2Mbps
- 34% reported download speeds of less than 2Mbps
- Many of those who did not answer said that their broadband was too slow or unstable to run the speed check.

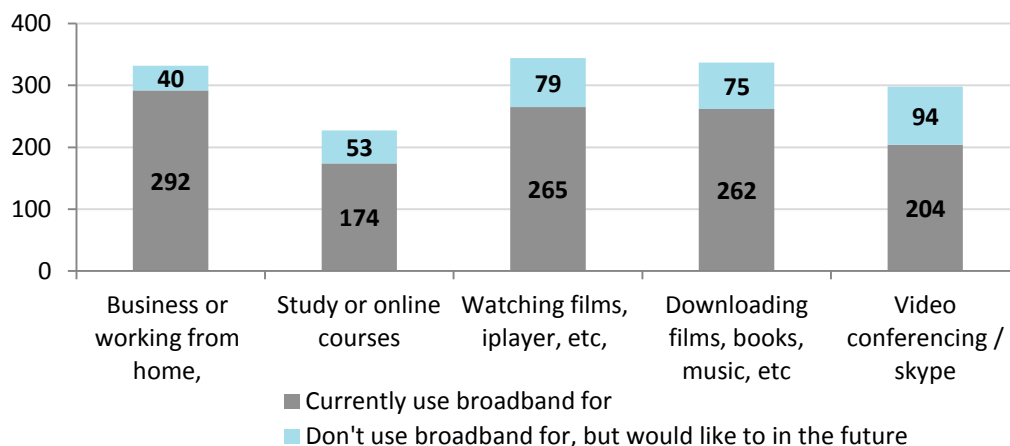


Looking towards the future...

- 99% stated they would be interested in having access to superfast broadband in the future

In the survey people were asked both what they currently use broadband for, as well as what they would like to be able to use it for in the future. The responses show there is clear demand for being able to access broadband at speeds fast enough to effectively allow downloading of films or music, skype or video conferencing and/ or working from home.

Numbers of people using and/or wanting to use broadband for...



Other things people highlighted that they wanted to be able to use superfast broadband for included:

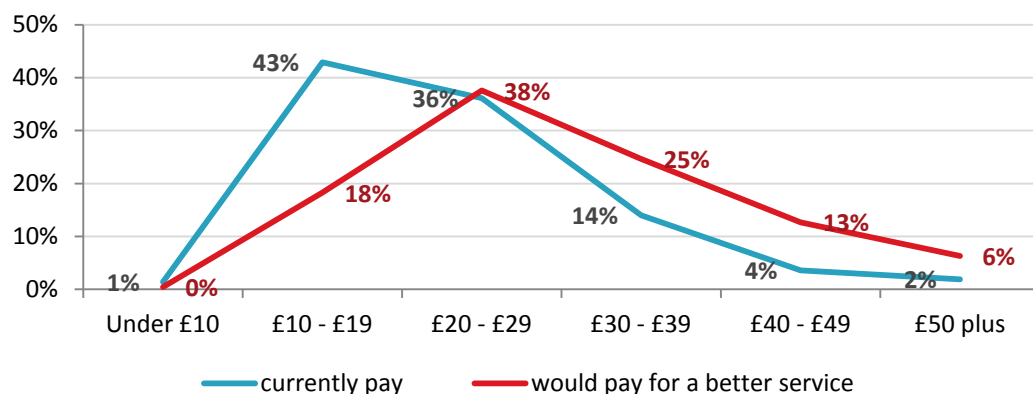
- cloud storage
- online gaming
- shopping
- banking / paying bills online
- telephone services
- coding and web development
- LIFE!

We have passed the point where Broadband is an essential public utility, like electricity, gas, water etc. Really feel strongly that rural residents are disadvantaged by this.

Broadband in general is unfair when users such as us, having very poor broadband performance, pay the same as others with a satisfactory service.

We rely on a good Internet connection for many business communications in the Agricultural industry and we also do enjoy using the Internet for leisure. We would hope as a family business that we are provided the same utilities that others are provided with in our area.

Despite concerns that rural communities were being disadvantaged by the lack of effective broadband provision 72% of people still stated that they would be prepared to pay more to have access to superfast broadband



What next... The Haddington and Lammermuir Area Partnership has already begun talks with [Community Broadband Scotland](#) (CBS) on behalf of small rural communities across East Lothian. CBS is a Government funded organisation that works with communities across Scotland to establish community broadband networks designed to deliver improved connectivity in remote and rural areas, and they are keen to work with us in East Lothian to improve the service people across the county are able to access. We will be using the information gathered in this survey to provide evidence of the interest and demand for superfast broadband locally and prepare a community scoping report. This should then allow work with CBS to move onto the next stage of project development - commissioning a technical options review to assess the right connectivity solutions for this area and investigate appropriate broadband infrastructure and service delivery options.

We will keep you up to date with progress through updates like this, or if you want to get more involved just get in touch – H&L-AP@eastlothian.gov.uk